

Monterey Peninsula Unified School District
Transportation Department



540 Canyon Del Rey Suite #4 Monterey, CA 93940
Office 831 392-3999 FAX 831 899-7418

June 1, 2009
Stephen Connolley
BusRadio
160 Gould Street, Suite 201
Needham, MA 02494

Dear Stephen,

This letter is in response to the notice of Congressional request for comment regarding commercial radio broadcasting to students on school buses.

The Monterey Peninsula Unified School District has made use of Bus Radio programming for well over a year now. We have been very pleased with the broadcast quality and the appropriate selection of music, entertainment, passenger safety messages and commercial content.

We have found the format to be extremely acceptable for each age selected. We have not experienced any of the programs to contain material that could be perceived as inappropriate or suggestive in nature. The screening of music choices stays well in the conservative middle ground for type and content.

The volume of commercials during the radio shows is considerably less than with open air wave listening. We have received no complaints or concerns about questionable product presentation or advertising that was not acceptable. We have had no comments at all regarding advertising.

The availability of a broadcast option that has been pre-produced screened and is safety oriented in nature offers an impressive tool for a professional school bus driver. It is frightening to watch how quickly the tone of an afternoon school bus can change to loud and gang like when a violent rap lyric or a heavy metal beat with a sexual content message is broadcast. The buses equipped with Bus Radio need not be concerned about that possibility.

There are significant levels of inappropriate and unacceptable programming for school age children on the available radio frequencies. Bus Radio is one more way for us to provide additional protection to the precious cargo we transport. We have the option to filter the television media our children are exposed to and it is no less important to have that same option for audio media. The age appropriate broadcasts and the safety school bus rider messages have had a very positive effect on our operation and I would recommend this service to any pupil transportation system.

Do not hesitate to contact me for further information.


Bill Martin
Transportation Director
831 392-3999
bmartin@mpusd.k12.ca.us